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São Paulo, August 2019

Press information

Smart.Con: new event for the construction industry to be launched in Brazil in June 2020

The new show for the construction industry—Smart.Con—will have its debut on June 17 and 18, 2020 at São Paulo Expo. Organized by Messe München do Brasil, with the support of SOBRATEMA (Brazilian Association of Technology and Construction), Smart.Con will be both summit and exhibition—a format the Brazilian construction industry has never seen before. The event’s focus will be on technology and innovation in construction and revolve around four pillars: engineering, infrastructure, real estate and rentals.

“We have noticed that a format that combines a top-notch summit and a first-class exhibition ensures a better experience exchange and thus means an enhanced visitor experience,” says Augusto Andrade, Director of Trade Fairs at Messe München do Brasil. “And the exhibitors will have the opportunity to enjoy a unique information and business platform in their respective field.”

According to the President of SOBRATEMA, Afonso Mamede, Smart.Con will be the answer to a market that is open to new technologies and innovation: “We have witnessed the development of machines equipped with management systems that permit to check the productivity and guarantee more safety. In the projects area, for example, Building Information Modeling (BIM) has brought great benefits for the industry. And there are solutions that are ready to be applied but are not commonly used yet, such as 3-D printing, augmented reality and the use of robots on the construction site, as opposed to highly automated industrial plants”.

The new Smart.Con will be held every three years in São Paulo.

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More than 125 hours of content

The organizers expect that the summit will be attended by around 600 professionals. Special highlight: the summit's main stage at Smart.Con's center and the five smaller stages distributed across the fair will allow simultaneous speeches for each of the five event sectors: Construction Planning; High-Tech Equipment; Construction Systems and New Materials; Automation and Construction Site Safety; and The Future of Construction. "Visitors will be able to enjoy more than 125 hours of content," Andrade emphasizes.

Unique visitor experience

The highlight of the exhibition: a total new visitor experience. Embracing the five sectors— Construction Planning; High-Tech Equipment; Construction Systems and New Materials; Automation and Construction Site Safety; and The Future of Construction—the event's layout will be designed so that visitors can walk through the fair and see the construction process step by step with many live demonstrations.

Turnkey concept for exhibitors

To guarantee the event's technical character and the unique experience for the visitors, the booths will follow the same visual identity. The attractive concept for exhibitors: Smart.Con offers turnkey booths that are available in five dimensions. "The only thing exhibiting companies will have to worry about is the accommodation of their booth crew," Andrade comments.

Optimistic outlooks

Mamede believes that Smart.Con will drive the market forward by stimulating all players to adopt solutions that increase productivity, efficiency and quality. "Highly innovative companies and start-ups with various products and services will be present at the event, demonstrating how technological innovations can yield benefits and contribute to the market growth," the President of SOBRATEMA explains. "Smart.Con will provide relevant information for the market and the knowledge of what can become a reality in a near future."

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For more information about Smart.Con, please visit

www.exposmartcon.com.br/en

Press service:

Teresa Silva (Coordinator)

Tel.: +55 11 3030-9463 | 3030-9403

E-mail: teresa.silva@2pro.com.br

Contact for exhibitors:

Nilton Cardoso

Tel.: +55 11 3868-6345

E-mail: nilton.cardoso@mm-br.com

Messe München

Messe München is one of the worldwide leader companies of business fairs, with more than 50 trade fairs of capital goods and consumer goods and new technologies. At every passing year, more than 50 000 exhibitors and about three million visitors attend more than 200 events in the fairs and exhibits center in Munich (Germany), at ICM – Internationales Congress Center München and in MOC Veranstaltungszentrum München (Munich Congress Center) as well as in other countries. Together with its subsidiaries, Messe München organizes fairs in countries such as China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global presence with affiliates in Europe, Asia, Africa and South America and more than 70 foreign representations working in more than 100 countries.

Messe München do Brasil

With a central office in Munich, Germany, Messe München started the operations of its subsidiary in Brazil in the beginning of 2017. All over the world, the company organizes 220 events with 44 thousand exhibitors and more than 2.4 million visitors, with excellent generation and increase of deals for many industries. With just one year of operations in Brazil, the company has organized fairs such as M&T Expo, M&T Parts and Services and the Construction Expo in Brazilian territory

Sobratema

Sobratema – Associação Brasileira de Tecnologia para Construção e Mineração is devoted to propose solutions for the technological development of the sector, to disseminate knowledge and information and to take part in the training, specialization and updating of those professionals who work in the construction and mining markets in Brazil. With 30 years of activity, it counts with the support of more than 650 associates (professional and construction, equipment rental, manufacturers and service rendering companies) as well as strategic associations with the main entities and companies in the segment of construction and mining in Brazil and abroad. The entity has the Market Intelligence, devoted to studies and surveys to subsidize the companies' strategic decisions making, Opus Institute for professional capacitation, Sobratema Publicações to publish books and trade magazines. Furthermore, it organizes specialized events: BW Expo and Summit – Biosphere world, Workshop, Revista M&T, Great Construction Infrastructure Forum, Construction Market Trends and Entrepreneurial

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Missions, which take professionals to the most important international fairs of the construction and mining areas.